



Ontario Amateur Wrestling Association

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POSITION PROFILE

<u>Job Title:</u>	OAWA Webmaster and Social Media Coordinator
Employer:	Ontario Amateur Wrestling Association (OAWA)
<u>Pay Rate:</u>	\$12-15 CAD per hour ** (see note in requirements below)
Term:	Temporary 1-year Contract (part-time) for the period of Jan. 1-Dec. 31, 2021
Deadline for application:	December 31, 2020
Location:	While the OAWA office is located in Toronto, ON, it is expected this position will operate remotely

** We would like to advise our applicants that this position is being recruited between the minimum and midpoint of the payment range based on experience, qualifications and the successful candidates vision for the position.*

Position summary:

Reporting to the Provincial Director of the OAWA and taking direction from the Provincial Director, Vice-President Communication and the Board of Directors of the OAWA. a key component of the OAWA Communication Strategy, responsible for carrying out the OAWA Media Strategy. This position will be critical during the current pandemic in helping communicate to the Ontario Wrestling Community during the sport shutdown. Upon return to training and competition for the Ontario Wrestling Community, the OAWA Webmaster and Social Media Coordinator will play a key role in the return to normal operations for Ontario Wrestling, and then an ongoing strong support role in the development of Wrestling in Ontario.

This position represents the evolution of the existing OAWA Web Content Manager position.

Responsibilities Overview:

Content Development & Delivery

Coordinate social media activities and maintain effective social media relations to raise the profile of and protect the reputation of the Ontario Amateur Wrestling Association.

Work to proactively secure opportunities to heighten the awareness and the activities of OAWA through social media

Primary person responsible for the development and posting of content to the OAWA website, Twitter, Facebook, Instagram, as well as development of weekly blog posts.

Assist with the deployment and monitoring of mass email communications

Audience Engagement & Customer Service

Research and engage online and social media audiences on a daily basis to help develop and maintain relationships with key influencers.

Field all social media and online inquiries. Connect with internal subject matter experts to respond to member questions, comments, inquiries via, web, email, and social media in a timely manner. Leverage social media internally and externally to build a competitive advantage

Social Media Monitoring

As a subject matter expert, monitor trends in social and digital media and apply that knowledge to increase traffic, word of mouth and brand value, and identifying opportunities for consumer engagement. Set & track key performance metrics. Monitor and report on brand conversations within the social space.

Specific Duties include:

- Enhanced content development and delivery for the OAWA Web site, Twitter, Facebook, Instagram and YouTube Channel:
 - News Articles
 - Regular posting of News items provided by OAWA members, staff and others.
 - Video Content on Web Site, Social Media, YouTube
 - Technical Articles and Technical Videos
 - Interviews
 - Interactive initiatives (ZOOM training sessions, fitness challenges, etc.)
 - Live response during events (Twitter reports for example).
- Increase flow of information to members during and post-pandemic
- Increased engagement with Wrestling Community
- Develop a Monthly Content Calendar
- Recruit Messaging Team members (staff and/or volunteers)
- Be proactive/self-directed in the management of social media feeds.

Requirements:

We anticipate the successful candidate will have the following background:

- University Degree or College Diploma in Consumer Marketing and or Public Relations
- Minimum of 2 - 3 years in online communications, social media or interactive engagement experience
- Relevant and high-level knowledge with social media platforms, digital marketing and analytics (Facebook, Twitter, YouTube, LinkedIn, and blogs)
- Excellent communication skills, both verbal and written
- Strong customer service focus
- Intermediate knowledge of Microsoft Office products (Excel, Word, Outlook)
- Prior knowledge of OAWA programs and services is an asset
- Well-developed interpersonal, and relationship building skills; ability to establish rapport and excellent communication with members, staff and volunteers; excellent written communication skills
- Strong organizational, time management and multitasking skills
- Demonstrated problem solving and conflict resolution skills in a fast-paced environment
- Flexibility regarding assigned work schedule to adapt to workload needs as they vary during peak OAWA program delivery periods.
- Experience and sensitivity in dealing with members of different cultural and racial backgrounds, including visible and non-visible dimensions of diversity
- Successful candidate will be required to provide a Vulnerable Sector Check. Upon entering a contract with OAWA, the Contractor will be required to complete RESPECT IN SPORT and RESPECT IN THE WORKPLACE training.
- ** Target Contractor Reimbursement is paid \$12-15/hour. The Contractor will bill based on a projected workload of 10-15 hours per week x 4 weeks per month. Monthly billing to include an itemized account of time spent.
- Contractor fee will be paid monthly by invoice from the Contractor.
- Applications to be submitted to OAWA by Dec. 31, 2020.
- Contractor to be ready to assume management Jan. 15, 2021.

Submit Proposals to:

Web Management Search Committee

c/o admin@oawa.ca

by Dec. 31, 2020.